

Amendments to the Claims:

1. (currently amended): A detection method for video embedded with identification data in the video, the video comprising a plurality of video frames, the video having been embedded by: embedding the identification data in a first video frame prior to distribution or projection of the video, the embedded identification data being visually perceptible upon examination of the first frame; selecting a second video frame, wherein the first and second video frames are separate frames; and embedding the identification data in the second video frame prior to distribution or projection of the content, the embedded identification data being visually perceptible upon examination of the second frame, wherein the identification data is generally imperceptible upon real-time rendering of the video, and in which a spatial location of a first embedding location in the second video frame is changed relative to a second embedding location in the first video frame, such that first embedding location and the second embedding location are overlapping yet different spatial locations, said method comprising:

obtaining video embedded with the identification data;

averaging a plurality of the video frames including the first and second frames, wherein the averaging improves the signal to noise ratio of the identification data to video content; and

detecting the identification data from a result of said act of averaging.

2. (previously presented): The method of claim 1, wherein the selecting comprises selecting the second frame so that the repetition of the embedded identification data is imperceptible to the human conscious mind when rendered.

3. canceled.

4. (previously presented): The method of claim 1, further comprising visually inspecting the first or second frames.

5. (previously presented): The method of claim 1, in which said act of detecting utilizes device-aided character recognition of the first or second frames to detect the identification data.

6. (original): The method of claim 1 wherein the identification data is embedded in each of the first and second frames in the form of a digital watermark, yet the embedded digital watermarks remain visually perceptible upon examination of the first frame and second frame.

7. (previously presented): The method of claim 6, wherein the digital watermark visibility is due at least in part to digital watermark signal strength or intensity.

8. (previously presented): The method of claim 2, wherein the second frame is selected so that the repetition of the embedded identification data is imperceptible to a human observer of the video.

9. (previously presented): The method of claim 1, wherein the identification data comprise at least one of text, numbers, codes, images or graphics.

10. canceled.

11. (original): The method of claim 1, wherein the identification data comprise a plurality of identifiers.

12. (original): The method of claim 11, wherein each of the plurality of identifiers is embedded to be spatially located in a separate frame location with respect to each other.

13. (original): The method of claim 12, wherein the separate frame locations are the same for each of the first frame and second frames.

14. (previously presented): The method of claim 11, wherein the plurality of identifiers comprise at least two identifications selected from a group comprising: content identification, a distributor identification, copy restriction information, and an exhibition identification.

15 – 26. canceled.

27. (currently amended): An apparatus comprising:

memory for buffering media content, wherein the media content comprises a plurality of segments including masking content, in which at least two of the media segments are provided with the data prior to distribution or projection of the media content, wherein the data comprises humanly perceptible data, and wherein the data remains perceptible upon individual examination of the at least two media segments but consciously imperceptible as the media content is rendered in real time since the data is below a perceptual threshold due to the masking content, wherein the media content comprises video, and the plurality of segments comprises video frames, and the masking content comprises video frames without the data, and in which a spatial location of a first data placement location in a second segment is changed relative to a second data placement location in a first segment, such that the first data placement location and the second data placement location are overlapping yet different spatial locations; and

an electronic processor programmed as a detector for averaging a plurality of the video frames so that the provided data becomes consciously perceptible.

28. canceled.

29. (previously presented): The apparatus of claim 27 wherein the data comprises an image of at least one of a hexadecimal number, binary number or decimal

number.

30. (previously presented): The apparatus of claim 27 wherein the data comprises an image of text.

31 – 34. canceled.

35. (previously presented): The apparatus of claim 27 wherein the auxiliary data comprises an identifier comprising 1's and 0's, where the 1's are embedded in the content through modification to content data.

36. (previously presented): The apparatus of claim 35 wherein the 0's are represented in the content through the absence of modification to content data.

37 – 43. canceled.

44. (new): The method of claim 1 in which the identification data comprises exhibition data carried with a pseudo-random sequence.